

Conference Program

The 27th International Conference on the Pacific Rim Management

July 27-29, 2017

Sponsored by California State University, Los Angeles

California, USA

Organized by the Association for Chinese Management Educators (ACME)



*Special thanks to California State University, Los Angeles
for hosting and supporting this event*

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- Chung Yuan Management Review: Yi-Chung Hu, Chung Yuan Christian University, Taiwan
- Contemporary Management Research: Wen-Chang Fang, National Taipei University, Taiwan
- Electronic Commerce Studies: Chih-Chien Wang, National Central University, Taiwan
- IJMTP: Kuo Lane Chen, University of Southern Mississippi, USA
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Message from the ACME President

Welcome to the 27th International Conference on the Pacific Rim Management (ICPRM 2017), official annual meeting of ACME. As the President of the ACME, I would like to thank all the people who contributed to this conference and made it possible--paper submitters/presenters for your willingness to share your thoughts, participants for coming here, organizers for your excellent plan and work, California State University at Los Angeles for the conference logistics, and ACME Board members for your leadership and support.

On behalf of ACME community, I'd like to express our gratitude to California State University at Los Angeles. We appreciate the support from Dean James A. Goodrich, Associate Dean Edward Hsieh, Chair Kern K. Kwong, Dr. Hsing Fang and many other faculty members and staff of the College of Business and Economics at California State University, Los Angeles. Their dedication and endeavors have ensured this conference a successful event.

It has been my great pleasure to serve as the President of the ACME in the past year. The ACME's goal is to provide a forum for business educators and practitioners to exchange information and to stimulate cooperation between academia and industry in the Pacific Rim region. Since 1988, ACME's annual conference has been a forum for researchers and practitioners in management all over the world to share research ideas and to network. The Association and its annual conference have gained more international visibility and influence in the recent past years. I hope that our Association and conference will be able to maintain this trend and attract more members and participants in the future.

Thank you very much and have a great time during the conference.

Otto Chang, Ph.D.

President, ACME 2016-17

Paul E. Shaffer Professor of Accounting, Indiana University-Purdue University Fort Wayne



The 27th International Conference on the Pacific Rim Management CONFERENCE PROGRAM

The 27th International Conference on the Pacific Rim Management
California State University, Los Angeles

Conference Program/Schedule:

Day 1 (July 27)			
Time		Event	Location
Start	End		
14:00	18:00	Registration	TBA
16:00	18:00	ACME Board and Officers Meeting	TBA
Day 2 (July 28)			
8:00	Noon	Registration (Morning)	Library, North Basement Hallway
Noon	18:00	Registration (Afternoon)	Student Union, Los Angeles Room
Section 1 (Library)			
8:45	10:15	1A (LN B137: Dean's Conference Room) Finance I	1B (LN B131: Library Community Room) Management I
10:15	10:30	Coffee Break	
Section 2 (Library)			
10:30	12:00	2A (LN B137: Dean's Conference Room) Finance II	2B (LN B131: Library Community Room) Business I
12:15	13:45	Luncheon (Student Union)	
		Student Union, Los Angeles Room	
Section 3 (Student Union)			
13:45	15:15	3A (Alhambra Room) Finance III	3B (Montebello Room) Marketing I
			3C (Pasadena Room) Information System I
15:15	15:45	Coffee Break	
		Student Union, Los Angeles Room	
Section 4 (Student Union)			
15:45	17:15	4A (Alhambra Room) Accounting	4B (Montebello Room) Management II
			4C (Pasadena Room) Leadership
17:30	21:00	General Section: Keynote Speech and Dinner	
		Student Union, Los Angeles Room	
		Keynote Speech Topic: TBA Speaker: TBA	
Day 3 (July 29)			
8:00	Noon	Registration	Student Union, Los Angeles Room
Section 5 (Student Union)			
8:45	10:15	5A (Alhambra Room) Finance IV	5B (Montebello Room) Business II
			5C (Pasadena Room) Information System II
10:15	10:30	Coffee Break	
Section 6 (Student Union)			
10:30	12:00	6A (Alhambra Room) Marketing II	6B (Montebello Room) Management III
			6C (Pasadena Room) Economics

Conference Presentations and Schedule

Day 2, Friday, July 28, 2017

Session 1: 8:45 AM – 10:15 AM

Concurrent Session 1A: Finance I

Library LN B137: Dean’s Conference Room

Chair: Dr. John Francis Diaz

Tong Trung Tin	Determinants of Banks’ Capital Structure: Evidence from Vietnamese Commercial Banks
John Francis Diaz	
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Thuy Linh Nguyen	Restructuring the Banking System of Vietnam – Mergers and Acquisitions
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Sam Chintha	Impact of bank specific and macroeconomic determinants on the Profitability of commercial banks – An evidence from MSM listed banks in sultanate of Oman

Concurrent Session 1B: Management I

Library LN B131: Library Community Room

Chair: Dr. Wong Ming Wong

Yingying Liao	A qualitative study of quality improvement in telecom industry: the primacy of management
Ebrahim Soltani	
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Wong Ming Wong,	Green Consumers’ Intention of Organic Vegetable Purchasing: Studies on Community
Shian-Yang Tzeng	Supported Agriculture Business Model in China
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Xuebing Su,	The Differential Impacts of Collective Psychological Ownership and Membership
Siu-Man Ng	Identification on Work Burnout and Engagement

Coffee Break, 10:15 AM – 10:30 AM

Session 2: 10:30 AM – 12:00 noon, July 28, 2017

Concurrent Session 2A: Finance II

Library LN B137: Dean’s Conference Room

Chair: Dr. K.C. Chen

K.C.Chen,

Hideharu Funahashi, Evaluating Conditions and Terms of the AT&T and DirecTV Merger

Nicole Warmerdam

Walaa Elkelish Towards A Comprehensive Framework For Corporate Governance Risk

Songling Yang,

Miao Wang, Do Cross Shareholding Relieve the Risk of Stock Market Crash?

Tingli Liu

Concurrent Session 2B: Business I

Library LN B131: Library Community Room

Chair: Dr. Thomas Menkhoff

Thomas Menkhoff Flipping a Course on Entrepreneurial Leadership in Ethnic Chinese Business – A Mobile Learning Perspective

Khaled Kesseba Production Sharing Contracts: Factors Influencing Petroleum Joint Ventures Performance

Muhammad Ishfaq Impact of Individual’s personality traits on Entrepreneurial Intention: Mediating role of Entrepreneurial Passion and Moderating role of individual’s Network

Luncheon, 12:15 PM – 13:45 PM, Student Union, Los Angeles Room

Session 3: 13:45 PM – 15:15 PM, July 28, 2017

Concurrent Session 3A: Finance III

Alhambra Room, Student Union

Chair: Dr. Hsing Fang

Adejumo Victor,	Foreign Direct Investment and Industrial Development in Nigeria: An Assessment of the Manufacturing Sector
Anthony Akinlo,	
Adejumo Oluwabunmi	
Yongkul Won,	Revisiting the determinants of Korean Foreign Direct Investment: Is Africa different?
Gil Seong Kang	
Ajab Khan Burki	Discount rate and industrial performance

Concurrent Session 3B: Marketing I

Montebello Room, Student Union

Chair: Dr. Yun Chu

Yun Chu,	Trust between American Customers and Their Institutions in Social Networks
Jianyu Ma	
Adadu Michael Ushie,	The Impact of Corporate Social Responsibility on Organisational Performance and
Jude Bassey	Customer's Demand: Evidence from Southern Nigeria's Firms
Pin Luarn,	Analysis of Potential Consumer Demand for Wristband Smart Devices
Hong-Wen Lin,	
Ya-Cing Jhan	

Concurrent Session 3C: Information System I

Pasadena Room, Student Union

Chair: Dr. Kuo Lane Chen

Yuehjen Shao,	Applying ARIMA and Artificial Neural Networks Approaches to the Predictions of PM2.5 in Taipei and Kaohsiung, Taiwan
Chun-Yuan Lu	
Judy Lin,	An examination of social networking service user behavior
Chin-Lung Hsu	
Huei Lee,	Digital Marketing Applications Development for Smartphones and Tablets
Kuo Lane Chen,	
Clarence Lee	

Coffee Break, 15:15 PM – 15:45 PM, Student Union, Los Angeles Room

Session 4: 15:45 PM – 17:15 PM, July 28, 2017

Concurrent Session 4A: Accounting

Alhambra Room, Student Union

Chair: Dr. Lijuan Zhao

Audra Ong,	Introductory Financial Accounting: Students Expectations of Exam Performance and the
Peter Savoni	Actual Results

Eugenia Huang,	Why do people purchase mobile apps? An interpretation based on Mental Accounting Theory
Hsiao-En Chen	and Consumption Value Theory

Hanmei Chen,	
Shaowen Hua,	Internal Control Quality and CEO-CFO Career Heterogeneity
Xiaojie Christine Sun,	
Lijuan Zhao	

Concurrent Session 4B: Management II

Montebello Room, Student Union

Chair: Dr. Kern Kwong

Veena P. Prabhu,	
Stephen McGuire,	
Kern Kwong,	
Robert L. Tang,	Preferences for Autocratic or Benevolent Leadership Among College Students from Pacific
Clement So,	Rim Cities
Jinfeng Wang,	
Minghao Shen,	
Xiaoli Li	

Ainabor Augustine	Patriarchy and the state of Women participation in Governance in Edo State of Nigeria
John Diaz	

Concurrent Session 4C: Leadership

Pasadena Room, Student Union

Chair: Dr. Joey Tsai

Irene Hau Siu Chow	The role of motivation and trust in linking empowering leadership - employee creativity
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Ricky Wang	The Authentic Self of Servant Leadership: A Case Study of Future International Business Leaders in Indonesia
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Keynote Speech and Dinner, 17:30 – 21:00, Student Union, Los Angeles Room

Day 3, Saturday, July 29, 2017

Session 5: 8:45 AM – 10:15 AM

Concurrent Session 5A: Finance IV

Alhambra Room, Student Union

Chair: Dr. Juanyu Ma

Martha Christianie,	
Tjokro Hindro,	Factors Affecting the Profitability of Indonesian Real Estate Publicly-listed Companies
John Francis Diaz	

Jianyu Ma,	
Yun Chu,	Public Finance Management at State Level of United States
Mingzhai Geng	

Dharmeshkumar Gajera,	
Jayesh Juremalani,	Pre-feasibility study for grade separated intersection for at grade Road-railway intersection
Krupesh Chauhan	

Concurrent Session 5B: Business II

Montebello Room, Student Union

Chair: Dr. Otto Chang

Obianuju	
Okeke-Uzodike	Inclusivity in education: A myth or reality for the missing middle

Otto Chang	U.S. Sustainable Business Practices: A Survey on Implementation
Mike Slaubaugh	

Ying-Kai Liao,	The effects of Cross-functional Integration, Formalization of NPD activity, and Team
Adriana Amaya Rivas	Intuitive Problem-solving Style on Team Reflexivity

Concurrent Session 5C: Information System II

Pasadena Room, Student Union

Chair: Dr. Huei Lee

I Yu Liu,	
Huei Lee	Integrating the Framework of Big Data Analytical Systems for Decision Making

Eugenia Huang,	
Kai Teng Cheng,	
Yuan-Hung Liu,	The Effect of M-Commerce Effort on Reputation
Wei-Ti Shih,	
Hsiao-En Chen	

Steve Hsueh;	Accountability, Predictability, Balanceability, and Policy (APBP) for Service Design by
Ming Wang	Cognitive Analytics

Coffee Break, 10:15 AM – 10:30 AM

Session 6: 10:30 AM – 12:00 noon, July 29, 2017

Concurrent Session 6A: Marketing II

Alhambra Room, Student Union

Chair: Dr. Luu Tien Thuan

Luu Tien Thuan,	Impact factors to information sharing in supply chain: A Survey of Vietnamese Enterprises in the Mekong Delta
Nguyen Thi Ba Thuan,	
Nguyen Thu Nha Trang	
Sheng-Wei Lin	The Approach to Attract Consumers' Online impulse buying: Message Framing and Visual Puffery

Concurrent Session 6B: Management III

Montebello Room, Student Union

Chair: Dr. Bo Li

Wiktor Adamus,	Cluster Initiatives Management
Dominika Walec	
Muhammad Ishfaq Khan,	Impact of social identity on entrepreneurial intention: Mediating role of entrepreneurial passion, Moderating role of market orientation
Ismatullah Butt	

Concurrent Session 6C: Economics

Pasadena Room, Student Union

Chair: Dr. Yueyun Bill Chen

Bernard Lama Ngota	Economic contributions of African immigrant entrepreneurs to South Africa's economy
Yueyun-Bill Chen	The Productivity, Economic Structure and Middle-income Trap
Barbara Son	Pharmaceutical Spending and Policy Implications for South Korea vs. OECD Countries

Attendee Index

Last Name	First Name	Session	Last Name	First Name	Session	Last Name	First Name	Session
Adamus	Wiktor	6B	Huang	Eugenia	5C	Ong	Audre	4A
Akinto	Anthony	3A	Ilyinsky	Alexander	4B	Prabhu	Veena	4B
Angustine	Ainabor	4B	Jhan	Ya-Cing	3B	Rivas	Adriana	5B
Bassey	Jude	3B	Juremalani	Jayesh	5A	Savoni	Peter	4A
Burki	Ajab	3A	Kang	Gil Seong	3A	Shao	Yuchjen	3C
Butt	Ismatullah	6B	Kesseba	Khaled	2B	Shaubaugh	Mike	5B
Chang	Otto	5B	Khan	Muhammad	2B	Shen	Minghao	4B
Chauhan	Krupesh	5A	Khan	Muhammad	6B	Shih	Wei-Ti	5C
Chen	KC	2A	Kwong	Kern	4B	So	Clement	4B
Chen	Kuo Lane	3C	Lee	Huei	3C	Soltani	Ebrahim	1B
Chen	Hanmei	4A	Lee	Clarence	3C	Son	Barbara	6C
Chen	Hsiao-En	4A	Lee	Huei	5C	Su	Xuebing	1B
Chen	Hsiao-En	5C	Li	Bo	6B	Sun	Xiaojie Christin	4A
Chen	Yueyun	6C	Li	Xiaoli	4B	Tang	Robert	4B
Cheng	Kai-Teng	5C	Liao	Yingying	1B	Thuan	Luu Tien	6A
Chintha	Sam	1A	Liao	Ying-Kai	5B	Thuan	Nguyen	6A
Chow	Irene	4C	Lin	Hong-Wen	3B	Tin	Tong	1A
Christianie	Martha	5A	Lin	Judy	3C	Trang	Nguyen	6A
Chu	Yun	3B	Lin	Sheng-Wei	6A	Tsai	Joey	4C
Chu	Yun	5A	Liu	Tingli	2A	Tzeng	Shian-Yang	1B
Diaz	John	1A	Liu	Yuan-Hunh	5C	Ushie	Adadu	3B
Diaz	John	4B	Liu	I Yu	5C	Victor	Adejumo	3A
Diaz	John	5A	Luarn	Pin	3B	Walec	Dominika	6B
Elkelish	Walaa	2A	Lu	Chun-Yuan	3C	Wang	Jinfeng	4B
Fang	Hsing	3A	Ma	Jianyu	3B	Wang	Miao	2A
Funahashi	Hideharu	2A	Ma	Jianyu	5A	Wang	Ming	5C
Gajera	Dharmeshkumar	5A	McGuire	Stephen	4B	Wang	Ricky	4C
Geng	Mingzhai	5A	Menkhoff	Thomas	2B	Warmerdam	Nicole	2A
Hindro	Tjokro	5A	Ngota	Bernard Lama	6C	Won	Yongkul	3A
Hsu	Chin-Lung	3C	Nguyen	Thuy	1A	Wong	Wong Ming	1B
Hsueh	Steve	5C	Nguyen	Siu-Man	1B	Yang	Songling	2A
Hua	Shaowen	4A	Okeke-Uzo	Obianuju	5B	Zhao	Lijuan	4A
Huang	Eugenia	4A	Oluwabun	Adejumo	3A	Zhang	Yang	4B